

### **AMENDMENTS**

Please amend the present application as follows:

#### **Claims**

The following is a copy of Applicants' claims that identifies language being added with underlining ("\_\_\_\_") and language being deleted with strikethrough ("——"), as is applicable:

1. (Previously Presented) A method in a media service system for transaction configuration, the method comprising the steps of:

enabling by an administrator of at least one selection by a user of at least one transaction configuration option from among a plurality of transaction configuration options presented to the user by the administrator, wherein each transaction configuration option defines one or more actions that take place during the purchase of an item or service when the user utilizes at least one client device to complete a purchase; and

implementing at least one transaction process responsive to the user indicating a desire to purchase an item or service utilizing the at least one client device from among a plurality of transaction processes comprising pre-configured transaction processes and user defined transaction processes, wherein at least one user defined transaction process comprises the user selected at least one transaction configuration option,

wherein at least one transaction configuration option comprises a single execution transaction option that enables the user to initiate and complete an entire purchase in one execution.

2. (Canceled)

3. (Previously Presented) The method of claim 1, wherein the one execution is the depression of a remote button.

4-6. (Canceled)

7. (Currently amended) The method of claim 6 1, wherein the user is enabled to make at least one selection of a plurality of particular transaction configuration options included in at least one pre-configured transaction process, the at least one selection causing at least one plurality of particular transaction configuration options to be removed from the pre-configured transaction process.

8-9. (Canceled)

10. (Original) The method of claim 1, wherein the at least one transaction configuration option is a PIN option and wherein the implementing step implements the transaction process responsive to at least one selection of the PIN option requiring a correct PIN entry to complete a transaction.

11. (Previously Presented) The method of claim 10, wherein the correct PIN entry enables the single execution transaction.

12. (Original) The method of claim 11, wherein the single execution transaction is enabled for an active period.

13. (Original) The method of claim 12, wherein the active period exists until the user deactivates the single execution transaction.

14. (Original) The method of claim 12, wherein the active period expires after a time value, the time value being equal to an amount configured by the user.

15. (Original) The method of claim 1, wherein the at least one transaction configuration option is a multiple PINs option, and wherein the implementing step implements the transaction process responsive to at least one selection of the multiple PINs option requiring a plurality of correct PIN entries to complete a transaction.

16. (Original) The method of claim 1, wherein the at least one transaction configuration option is a subscriber login option, and wherein the implementing step implements the transaction process responsive to at least one selection of the subscriber login option.

17. (Original) The method of claim 16, wherein the subscriber login option requires at least one subscriber login to complete a transaction.

18. (Original) The method of claim 16, wherein the subscriber login option requires at least one subscriber login, the at least one subscriber login being specific to an individual subscriber, the at least one subscriber login of the individual subscriber activating at least one particular transaction process associated with the individual subscriber.

19. (Original) The method of claim 16, wherein the subscriber login option enables a plurality of subscriber logins, each of the plurality of subscriber logins allowing a particular subscriber to activate at least one particular transaction process associated with the particular subscriber.

20. (Original) The method of claim 19, wherein a first of the plurality of subscriber logins is for use by an adult subscriber and a second of the plurality of subscriber logins is for use by a child subscriber.

21. (Original) The method of claim 16, wherein the subscriber login option enables the at least one transaction process for an active period.

22. (Original) The method of claim 21, wherein the active period exists until the user deactivates the at least one transaction process.

23. (Original) The method of claim 21, wherein the active period expires after a time value, the time value being equal to an amount configured by the user.

24. (Original) The method of claim 1, wherein the at least one transaction configuration option is a reminder option, and wherein the implementing step implements the transaction process responsive to at least one selection of the reminder option.

25. (Original) The method of claim 24, wherein the reminder option requires at least one reminder to be presented to a subscriber to complete a transaction, the transaction involving the purchase of an event, the at least one reminder being presented at a reminder period before the event.

26. (Original) The method of claim 25, wherein the reminder period is a time period, the time period being equal to a value configured by the user.

27. (Original) The method of claim 24, wherein the reminder option requires at least one reminder to be presented to a subscriber, the at least one reminder requiring a subscriber authentication to be entered by the subscriber to complete a transaction.

28. (Original) The method of claim 27, wherein the subscriber authentication comprises a PIN entry.

29. (Original) The method of claim 1, wherein the at least one transaction configuration option is a notifier option, and wherein the implementing step implements the transaction process responsive to at least one selection of the notifier option.

30. (Original) The method of claim 29, wherein the notifier option requires a notification icon to be presented to a subscriber, the notification icon being associated with a particular transaction process, and the notification icon indicating the particular transaction process is currently enabled.

31. (Original) The method of claim 30, wherein the particular transaction process comprises a single execution transaction option.
32. (Original) The method of claim 29, wherein the notifier option requires a notification barker be presented to a subscriber to indicate a particular transaction process is currently enabled, the notification barker comprising an interface screen to be presented to the subscriber.
33. (Original) The method of claim 1, wherein the at least one transaction configuration option is a billing preference option, and wherein the implementing step implements the transaction process responsive to at least one selection of the billing preference option.
34. (Original) The method of claim 33, wherein the billing preference option enables the user to choose a billing method, the billing method being a charge to a cable bill.
35. (Original) The method of claim 33, wherein the billing preference option enables the user to choose a billing method, the billing method being a charge to a credit card.
36. (Original) The method of claim 1, wherein the at least one transaction configuration option is a plurality of transaction configuration options, the plurality of transaction configuration options comprising at least one of a single execution transaction option, a PIN option, a multiple PIN option, a subscriber login option, a reminder option, a notifier option, and a billing preference option.

37. (Original) The method of claim 36, wherein at least one selection is a plurality of selections by the user, a first of the plurality of selections is of a PIN option, a second of the plurality of selections is of a reminder option, and a third of the plurality of selections is of a notifier option, the implementing step implements the transaction process responsive to the plurality of selections of the PIN option, the reminder option, and the notifier option.

38. (Original) The method of claim 1, wherein the at least one transaction configuration option is a disable single execution transaction option, and wherein the implementing step implements the at least one transaction process responsive to at least one selection of the disable single execution transaction option preventing a subscriber from being able to utilize a single execution transaction.

39. (Original) The method of claim 1, wherein the at least one transaction process is implemented by a client device in association with a request for a purchase of a particular media service.

40 – 61 (Canceled)

62. (New) A method, comprising:

providing a first graphics user interface (GUI) screen to an administrator that presents plural options associated with rental of video content, the plural options including a how to bill option, a reminder option, and a personal identification number (PIN) option;

enabling the administrator to select in the first GUI the same number or a fewer number of the provided plural options;

presenting a second GUI screen to a user associated with a subscriber location, the second GUI screen configured with selected plural options of the first GUI screen; and

enabling the user to select in the second GUI the same number or a fewer number of the plural options selected in the first GUI.

63. (New) A method, comprising:

providing a first graphics user interface (GUI) screen to an administrator that presents plural options associated with steps in a transaction process associated with a rental of video content;

enabling the administrator to select in the first GUI the same number or a fewer number of the presented plural options;

presenting a second GUI screen to a user associated with a subscriber location, the second GUI screen configured with selected plural options of the first GUI screen; and

enabling the user to select and omit the selected plural options.